

# The Value of WestCX Reseller and Referral Partnerships

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For more than two decades, the WestCX Partner Program has enabled leading healthcare technology providers to enhance their offerings through trusted, proven patient engagement solutions. With long-standing relationships spanning 25+ years with major EHR/EMR vendors, RCM vendors, and other Health IT companies, WestCX, part of WestCX, empowers reseller and referral partners to strengthen their portfolios, increase revenue, and deliver impactful results for their customers.

WestCX's reseller and referral partners include some of the industry's most established healthcare technology organizations, who rely on WestCX to deliver integrated, patient engagement solutions to their healthcare clients.

Among these partners is a top-three global EHR vendor that has partnered with WestCX since 2005. This enduring relationship has empowered more than 500 mutual healthcare clients worldwide to enhance patient engagement through automated, data-driven communication solutions. Serving hospitals and clinics across several continents, this partner delivers EHR and operational technology services internationally, supported by a dedicated team that ensures seamless implementation and ongoing customer success.

Together, WestCX and this partner have demonstrated how embedded, white-labeled engagement tools can transform how healthcare organizations manage their patient communications, improve outcomes, and maintain compliance across global markets.

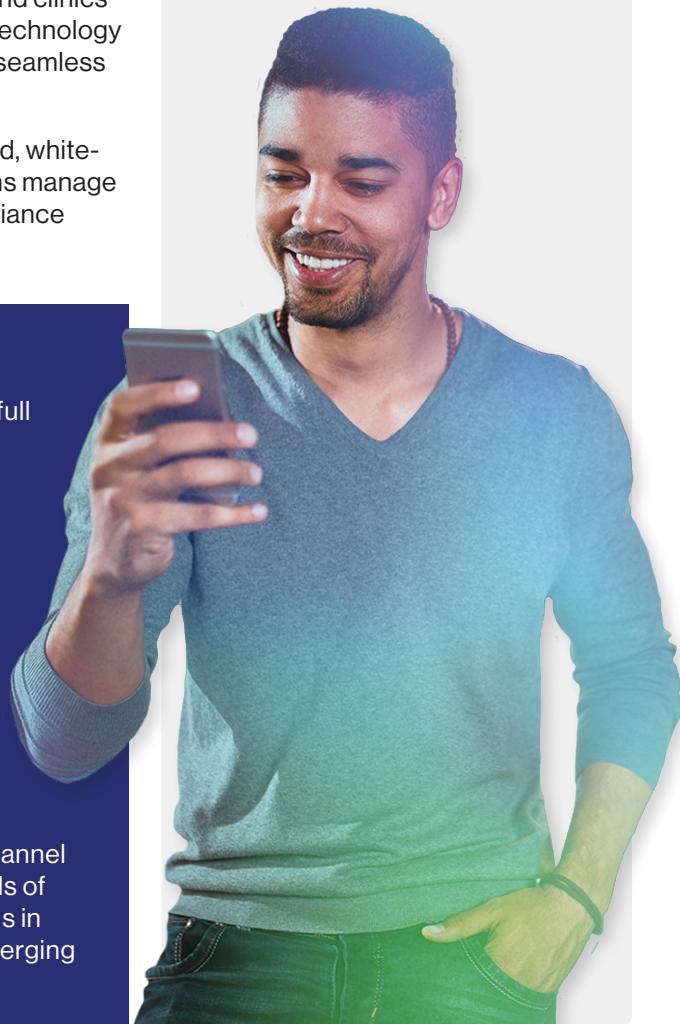
## A Proven Portfolio for Every Engagement Need

Through the program, channel partners gain access to WestCX's full portfolio of solutions, including:

- **Enterprise Engagement Platform:** Automates high-volume communication workflows across scheduling, referrals, and patient outreach for leading health systems.
- **Conversational AI:** Multichannel AI-powered virtual agents that leverage intelligent automation to enhance efficiency and deliver personalized patient experiences.
- **Analytics and Optimization:** Real-time insights platform that integrates with conversational AI to capture every interaction end to end.

From health outreach campaigns to AI-powered virtual agents, channel partners can meet the diverse communication and workflow needs of their clients. The complete ecosystem listens, learns and responds in real time, allowing providers to maintain flexibility and adapt to emerging demands.

## Empowering Channel Partners to Deliver Next-Generation Patient Engagement



## Empowering Partners to Grow Revenue and Deepen Customer Relationships

WestCX's reseller and referral partnerships are designed to deliver low-risk, high-reward growth opportunities. Partners can rapidly expand their offerings without building engagement systems from scratch, leveraging WestCX's scalable, white-labeled solutions to strengthen their competitive edge. Key benefits include:

- ✓ **Enhanced portfolio and competitiveness:** Partners can offer a complete suite of engagement and analytics solutions under their own brand, strengthening their market position.
- ✓ **New revenue streams:** Turnkey access to proven, in-demand engagement tools creates immediate monetization opportunities.
- ✓ **Low-risk entry model:** Deploy without a dedicated IT buildout and scale easily as customer needs evolve.
- ✓ **Greater customer loyalty and retention:** Integrated, branded engagement tools strengthen customer relationships and minimize churn.
- ✓ **Fast time-to-value:** Rapid deployment enables partners and their customers to see measurable benefits quickly.

## Driving Better Patient Experiences and Operational Efficiency

Partnering with WestCX gives resellers and referral partners a trusted advisor in delivering intelligent engagement solutions. Together, these partnerships drive tangible outcomes that strengthen relationships and streamline communication at every stage of the patient journey.

- ✓ **Enhanced patient engagement and satisfaction** with automated, personalized two-way communication that builds stronger relationships and positive experiences.
- ✓ **Reduced no-show rates by 20–30%**, leading to greater appointment utilization, recovered revenue, and better continuity of care.
- ✓ **Enhanced operational efficiency and faster ROI** through automation of high-volume administrative tasks such as referrals, scheduling, and follow-ups.
- ✓ **Seamless, secure integration** with existing EHR and CRM systems to enable adaptive care journeys, backed by HITRUST, HIPAA, SOC 2, and PCI compliance for every interaction.

## Driving Innovation Together

With a well-established partner ecosystem and decades of collaboration across the healthcare industry, WestCX continues to invest in expanding its channel relationships and evolving its technology portfolio. These long-term collaborations highlight how trust, alignment, and shared innovation can drive measurable impact at scale, enabling both WestCX and its partners to shape the future of patient engagement together.

Together, WestCX and its channel partners are transforming how healthcare organizations connect with their patients, driving efficiency, improving patient experience outcomes, and enabling a more connected care experience.

***WestCX is the parent company of Televox and Mosaicx, bringing all solutions together under a single, unified brand.***

